

# U.S. Pavilion BIT 2004

14 – 17 February, 2004 - Milan, ITALY



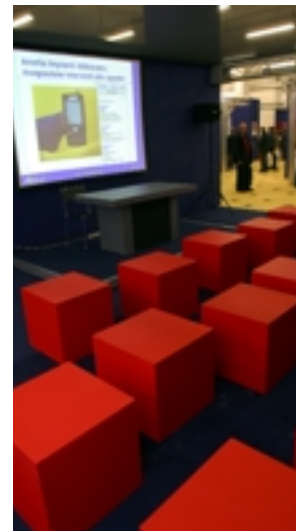
U.S. Ambassador Mel Sembler and his wife visiting the U.S. Pavilion along with U.S. Consul General and Simonea Busnelli, USFCS Milan.

## ITALY IS ONE OF THE LARGEST AND MOST PROFITABLE TOURISM MARKETS FOR THE U.S:

- In 2002, 406,160 Italians traveled to the USA
- The USA continues to be the Number One preferred long-haul destination for Italian travelers
- Italians are the biggest European spenders in the USA with an average of \$120 per day, 10% more than in 2001.
- Top States Visited by Italians in 2002 (in/000):
  - Middle Atlantic (New Jersey, New York, Pennsylvania): 157
  - South Atlantic (Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia and West Virginia): 134
  - Pacific (Alaska, California, Oregon and Washington): 95

## BIT 2003 FACTS:

- BIT is the largest tourism show in Italy, featuring over 5,000 companies and covering 140,000 square meters of floor space.
- BIT is an international trade show that in 2003 recorded 128,000 attendances of whom 87,000 were travel trade professionals and journalists and 41,000 consumers.
- In 2003, the U.S. Pavilion featured 90 exhibitors of which 47 were U.S. companies and 43 members of the Visit USA Association Italy.



From left: Entertainment on the stage, sponsored by Coca Cola, Microsoft and Avirex; The Multimedia area is available to U.S. exhibitors; U.S. VIP lounge with snacks and drinks served all day long.



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## AN EXCITING PROMOTIONAL OPPORTUNITY

Participation in the U.S. Pavilion at BIT is your unique – and affordable - opportunity to increase your visibility and the flow of Italian tourists to your destination!

The U.S. Pavilion at BIT will provide exposure to thousands of travel agencies, journalists and consumers!

American participants in previous U.S. Pavilions at BIT expressed great satisfaction with the organization of the U.S. booth and with the results of their participation.

**The show has generated immediate Export Successes, as measured by sales made or agreements concluded!**

## A FULL PACKAGE OF MARKET-ENTRY SERVICES

- Various participation options to better suit your exhibit needs.
- On-site logistical and marketing assistance.
- Interpretation services during the event.
- An extensive promotional campaign throughout Italy.
- An exhibitors' lounge with refreshments.
- A business lounge equipped with computers, fax, e-mail, Internet.
- EXCLUSIVE: updated electronic mailings of TOs, Travel Agents, Incentive Houses, Media, FREE UPON REGISTRATION!

### PRICE

Basic Booth: 6m2/66 sq. ft. fully furnished booth - **\$ 3,500**

Multiple Booths: Additional units of 6m2/65 sq. ft. each - **\$ 3,000** (each)

Catalog Distribution: Your catalogues will be distributed and business leads collected for you! - **\$ 500**

## VISIT EUROPE AND EXHIBIT IN 2 COUNTRIES, OR BETTER 3 !

Combination with "Visit USA on the Road", Zurich, Bern, Lausanne, Switzerland, February 9-11 and VISIT NORTH AMERICA Event, February 12, 2004 at the Pullmancity, a Western style town near Vienna.

You can combine your participation at the BIT show by joining the Visit USA Committees Switzerland and Austria.

If you are interested please contact directly:

Werner.Wiedmer@mail.doc.gov  
VUSA Committee Switzerland

Bert Zoder: office@visit.usa.at  
VUSA Committee Austria

Do you want to learn more about the U.S. Pavilion at BIT?

Please contact or fax this form to: U.S. Commercial Service, Milan, Italy

Tel: +39/026592260, Fax: +39/026596561 e-mail: Milan.Office.Box@mail.doc.gov

## U.S. PAVILION AT BIT 2004 - REPLY FORM

**I would like to know more about participating in the U.S. Pavilion at BIT 2004**

Organization \_\_\_\_\_

Name (s) of delegate (s) \_\_\_\_\_

Address \_\_\_\_\_

State \_\_\_\_\_

Zip Code \_\_\_\_\_

Telephone # \_\_\_\_\_

Fax # \_\_\_\_\_

E-mail \_\_\_\_\_

Web Site \_\_\_\_\_

Contact \_\_\_\_\_

Title \_\_\_\_\_

Activity \_\_\_\_\_

I'm interested in:

☐ Basic Booth

☐ Multiple Booth

☐ Catalog Distribution

☐ Larger size Booth, specify size \_\_\_\_\_